



## **Lifeway Foods, Inc. Appoints Jennifer Reilly as Senior Executive Vice President of Sales**

**Morton Grove, IL — May 2, 2016** — Lifeway Foods, Inc., (Nasdaq: LWAY), the leading U.S. supplier of kefir cultured dairy products, today announced the appointment of Jennifer Reilly as Senior Executive Vice President of Sales.

“Jennifer is a seasoned executive with a strong track-record of success,” said Julie Smolyansky, CEO of Lifeway Foods, Inc. “She joins Lifeway with a reputation for building winning relationships with customers by having a clear vision for growth established through collaboration and trust. Her deep industry knowledge, gained by holding key roles at both PepsiCo and Colgate Palmolive, brings essential management, strategic business planning, sales, customer management and team development experience to Lifeway. We welcome Jennifer to the Lifeway team and believe she will play an integral role in our long-term growth plan by driving increased distribution of Lifeway’s healthful, nutritious kefir and other probiotic products.”

Ms. Reilly recently led National Accounts and Sales Planning Teams for Quaker Foods, a division that generates over \$3 billion in sales annually for PepsiCo. Prior to this role, she was the Sales Vice President for PepsiCo Warehouse Sales’ regional grocery business in the U.S. In this role, she led the field sales and retail execution teams managing Gatorade, Tropicana, Quaker, Müller, Naked and Emerging Brands across North America. In addition, Ms. Reilly held several field and headquarter roles in her tenure with PepsiCo where she worked with Target, Dollar General, Associated Wholesale Grocers and Valu Merchandisers.

### **About Lifeway Foods**

Lifeway Foods, Inc. (LWAY), recently named one of Forbes’ Best Small Companies, is America’s leading supplier of the probiotic fermented beverage known as kefir. In addition to its line of drinkable kefir, the company also produces frozen kefir, specialty cheeses and a ProBugs line for kids. Lifeway’s tart and tangy cultured dairy products are available throughout the United States and on a small, but growing basis, in Canada, Latin America and the United Kingdom. Learn how Lifeway is good for more than just you at [www.lifewaykefir.com](http://www.lifewaykefir.com).

Find Lifeway Foods, Inc. on Facebook: [www.facebook.com/lifewaykefir](http://www.facebook.com/lifewaykefir)

Follow Lifeway Foods on Twitter: [http://twitter.com/lifeway\\_kefir](http://twitter.com/lifeway_kefir)

YouTube: <http://www.youtube.com/user/lifewaykefir>

### **Contact:**

Lifeway Foods, Inc.

Phone: 877.281.3874

Email: [info@Lifeway.net](mailto:info@Lifeway.net)

### **ICR Investor Relations:**

Katie Turner

Hunter Wells

646.277.1228